

The new Y.

For kids,
families,
communities.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Grand Traverse Bay YMCA

3000 Racquet Club Drive, Traverse City, MI 49684

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www.qtbayymca.org | 933-9622

SURPRISE GIFT & CHALLENGE ...

The Grand Traverse Bay YMCA New YMCA Capital Campaign received an anonymous gift this month for \$250,000.

A long-time supporter of the Grand Traverse YMCA and the New YMCA project is challenging new donors to contribute an additional \$500,000 in a "\$2 donation: \$1 match" challenge.

"This kind of giving is remarkable in so many ways," according to Henry Peet, New Y Campaign Chairperson. "The gift in and of itself is incredible and provides momentum to get us closer to building the New Y. Second, by creating a challenge, this gift will not only inspire others to give but will secure another half million dollars in gifts toward our goal."



New gifts and pledges received until the end of 2011 will be counted toward this challenge.

"We are fortunate to already have approximately 325 donors give nearly \$5.9 million to build the New Y," said YMCA CEO Tom Van Deinse. "People have given gifts from \$25 to \$1.7 million with some 11 philanthropists giving over \$100,000 each."



"Recently, Rotary Charities gave the New Y Campaign a matching gift of \$325,000 because of the giving of other donors who matched this gift. This new challenge gift will help us gain some of the donations we need to build the New Y," according to Van Deinse.

"The plans are in place and we are ready to go. Once we get the balance of the donations we will be able to open the New Y in 12 months," noted Van Deinse. "We just need the additional \$6.1 million in donations. Every gift, regardless of the size, gets us ever closer to meeting the campaign goal and building the facility."

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"Our region deserves a New YMCA!"

Why a new YMCA?

New YMCA Capital Campaign Steering Committee: Final Phase

Henry Peet
Campaign Chair



"This is a rare opportunity for this community to support a project that will impact all kinds of people, young and old, from every socio-economic class of our region. Of significant importance and my personal goal is for the New Y to build its new recreational, training, and competitive swimming pool."

"This opportunity may not come again!"

*- Lynn Schultz
New Y Steering Committee member and donor*

Paul Schmuckal
Public Campaign Chair

Lynn Schultz
Campaign Coordinator

Hank Johnson
YMCA Board Liaison



"I have been a Grand Traverse Bay YMCA volunteer for many years, and have played a part in the Y movement at the local, state, national and international levels. Over the years I have witnessed the extraordinary and worthy, value - based mission and programs of the Y. The full facility of the New Y will benefit our five county region in strengthening existing programs and introducing essential new services: aquatics, physical therapeutic, competitive tennis, youth activities Have no doubt that I endorse the New Y with all the energy and commitment I can muster."

*- Hank Johnson
New Y Steering Committee member and donor*

Greg Williams
Corporate Gifts Chair

Marc Judge
Leadership Gifts Chair

Dave Mathia
Community Leader

Kim Pontius
YMCA Board Member

Jeanne Snow
Community Leader

Phil Ellis
Community
Foundation

Tom Van Deinse
GT Bay YMCA CEO



"As a former member of my high school swim team, and an avid watersports person, I have a strong passion for the mission of the YMCA! I learned to swim in a YMCA pool downstate Michigan, and believe that swimming provides positive character skills beyond the health benefits including discipline, self confidence, safety awareness and teamwork. The greater Grand Traverse area needs and will greatly benefit from the addition of a full service YMCA including the new Y pool! The time is right to complete this project - please join me in supporting the Capital Campaign for the New Y!"

*- Marc Judge
New Y Steering Committee member and donor*



Since 1964, the Grand Traverse Bay YMCA has been a charity that has served the region's needs. Our mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

New Aquatics Center:



Survey says ...

40 % of 7th graders **can't swim** 25 yards to save their life or the life of a friend. But they could if you donate to the New Y Campaign.

The New Y will teach ...

2,000 children to swim each year in our aquatics facility.

The Aquatic Center will have a 6-lane competitive lap pool, a therapeutic pool, a splash pool for kids to get use to the water, and a training pool to teach people to swim. There will also be a second level viewing area for 250 people to watch the pools' activities.

The New Y Also Features:

- 6 indoor tennis courts
- Fitness and aerobic areas
- Two outdoor athletic fields
- Outdoor tennis & pickleball
- Child Watch (Babysitting)
- Atrium Lobby Space
- Family Locker Rooms
- Teen Center
- Soft Play Area for Children
- Plenty of Parking
- Community Meeting Rooms
- Chapel ... and more

Surprise Gift & Challenge ...

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Utilizing donations already received, the Grand Traverse Bay YMCA has constructed two athletic fields on the property in 2009. These fields will be used for lacrosse, soccer, and YMCA Pop Warner football. One hundred parking places were created to support traffic. "We built the fields because our Y programs needed them now. Soccer and football practice took place last fall on the fields. **Isn't it great that the first activity at the New Y was 5th and 6th graders playing soccer?**" noted Barb Beckett, YMCA Sports Program Director. "Our region deserves a New YMCA!"



The New Y Essential Phase will feature a pool, six indoor tennis courts, fitness area, indoor/outdoor aerobics studios, outdoor tennis and pickleball courts, chapel, a child watch center, and enough supporting locker rooms, administrative, and lobby space to serve 35,000 program users in the region. It is located on 20 acres at the old Oleson buffalo farm site on Silver Lake Road in Garfield Township and will be over 100,000 sq.ft.

"I get asked daily, 'When are you going to build the New Y?'" said Dave Eitland, Y Director of Development. **"The answer is simple – 'When we raise the funds.'**

Plans are finalized, the athletic fields are in place, and all we need are donations to erect the building. It will only be through the extraordinary donations from many people throughout the Grand Traverse region that we will raise the additional donations needed and be able to start building in 2011."



Donations to the New Y Capital Campaign can be made through the Community Foundation on-line at www.4good4ever.org or calling Phil Ellis, Executive Director of the Community Foundation at 935-4066.



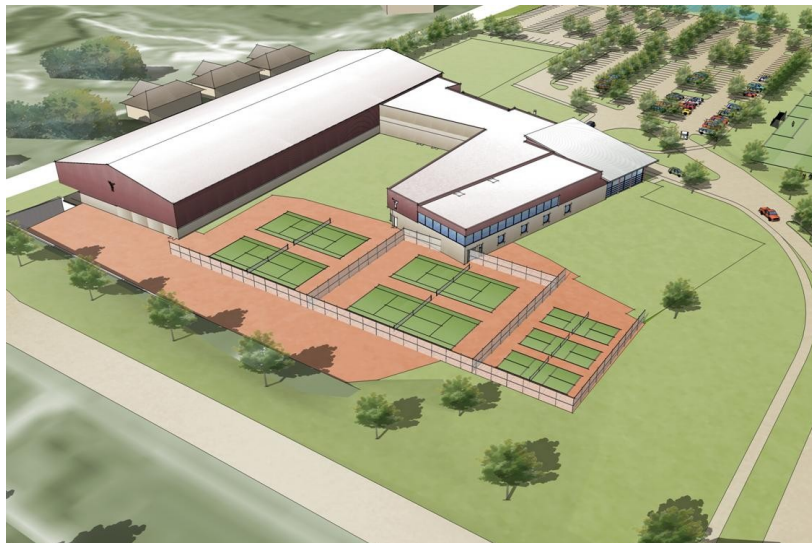
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Concept drawing of the New YMCA!



The essential phase of the New Y will be over 100,000 sq.ft. with a tennis center, an aquatic center, 7 fitness areas, an indoor and outdoor aerobics studio, child watch, chapel, parking, and two athletic fields. The New Y building will facilitate the Y's 65 plus programs. www.qtbayymca.org